Orders Agency

Order / Rev:

103694

Alt Order #:

06830033

BERKLEY FOR SENATE

Product Desc: Estimate:

Order Type:

30S

Flight Dates:

10/30/12 - 11/05/12

Original Date / Rev:

06/28/12 / 10/30/12

GENERAL

Primary AE:

Sales Office:

Sales Region:

Amy McCreary

BLPHI

National

Name:

Shorr Johnson Magnus

Buying Contact:

Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

Broadcast

EOM/EOC

00:05:00

15%

Advertiser

Name:

Priority:

Demographic:

Revenue Codes:

Berkley, Shelley for Senate

A35+

Product Codes:

PLC01

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN.

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

10/29/12

Start Date

End Date # Spots **Gross Amount** 11/05/12 109 \$75,475.00

Net Amount \$64,153.75 Totals

Totals

Month # Spots November 2012

Gross Amount Net Amount 109 \$75,475.00 \$75,475.00 109

\$64,153.75 0.00 \$64,153.75 0.00

Rating

Account Executives

Account Executive Amy McCreary

Sales Office Sales Region

100%

Start Date / End Date

Start Of Order - End Of Order

Order % 100%

Order Share KSNV

Share Total 20% \$75,475.00

Market

\$377,375.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$120,760.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$79,248.75
KTUD	0%	\$0.00
KVVU	25%	\$94,343.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$7,547.50

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_Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 3	KSNV	11/05/12	11/05/12	M-F 5-6a WakeUp w M-F 5-6a WakeUp w	_	5-6a	М	:30	2	\$450.001	0.00 NM	2	\$900.00
	NEWS			·	_								
	<u>Star</u>	t Date I	End Date	<u>Weekdays</u> <u>Sr</u>	ots/Week	<u>Rate</u>	Rating						
W	eek: 11/0	5/12	11/11/12	M	2	\$450.00	0.00						

KSNV

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Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830033

0033 Produc

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

Ln Ch Start End		Start/End T	ime Days	Len Spo	ts	Rate Pri		Spots	Amount
E 4 KSNV 10/30/12 11/02/12 NEWS	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	5-6a	~TWTF…~	:30	4	\$450.001	0.00 NM	4	\$1,800.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week	<u>Rate</u> \$450.00	Rating 0.00						
E 5 KSNV 10/30/12 11/02/12	·	6-7a	-TWTF	:30	4	\$700.001	0.00 NM	4	\$2,800.00
NEWS	M-F 6-7a WakeUp w/Wagners								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/29/12 11/04/12 E 6 KSNV 11/05/12 11/05/12	-TWTF 4 M-F 6-7a WakeUp w/Wa@M	\$700,00 6-7a	0.00 M	:30	1	\$700.001	0.00 NM	1	\$700.00
	M-F 6-7a WakeUp w/Wagners	0-7 a	m	.50	,	Ψ/00.001	0.00 14141	,	φ/00.00
NEWS Start Date End Date	Weekdays Spots/Week	Data	Datina						
Week: 11/05/12 11/11/12	<u>Weekdays</u> <u>Spots/Week</u> M 1	<u>Rate</u> \$700.00	Rating 0.00						
E 7 KSNV 11/05/12 11/05/12	•	658a-9am	M	:30	2	\$900.001	0.00 N M	2	\$1,800.00
TODAY	Today Show								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 11/05/12 11/11/12	M 2		0.00	.20	40	#000 004	0.00 NB4	40	444 700 00
E 8 KSNV 10/30/12 11/02/12	Today Show CM Today Show	658a-9am	~TWTF	:30	13	\$900.001	0.00 NM	13	\$11,700.00
TODAY		5.	m ()						
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	<u>Weekdays</u> <u>Spots/Week</u> TWTF 13	<u>Rate</u> \$900.00	Rating 0.00						
E 11 KSNV 11/05/12 11/05/12	Noon News CM	12-1230pm	М	:30	1	\$425.001	0.00 NM	1	\$425.00
NEWS	Noon News								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 11/05/12 11/11/12	M 1	\$425.00	0.00						
E 12 KSNV 10/30/12 11/02/12	! Noon News CM Noon News	12-1230pm	TWTF	:30	4	\$425.001	0.00 NM	4	\$1,700.00
NEWS									
Start Date End Date Week: 10/29/12 11/04/12	Weekdays Spots/Week	. —	Rating 0.00						
		t/End Time		<u>Veekdays</u>	<u>Len</u>	gth Rate	Rtg Type		
1 KSNV 10/29/12-11/04/12	Noon News 12-1	230pm		TWThF	-	:30 (\$425.00)	0.00 NM		
See MG 12.5,12.6 [.NOT AVAILABLE RA	TE] NOT AVAILABLE RATE								
4 KSNV 10/29/12-11/04/12		230pm	_	TWThF	-	:30 (\$425.00)	0.00 <i>NM</i>		
See MG 12.5,12.6 LNOT AVAILABLE RA	TE] NOT AVAILABLE RATE								
5 KSNV 10/29/12-11/04/12	_	230pm	-	TWThF	-	:30 \$425.00	0.00 NM		
MG for 12.1,12.4 Irevised to reinstate at	loval 11								
6 KSNV 10/29/12-11/04/12		1230pm	₩	TWThF	-	:30 \$425,00	0.00 NM		
⊕ MG for 12.1,12.4	laval 41								
[revised to reinstate at E 13 KSNV 10/30/12 11/02/12	•	9-10a	-TWTF	:30	6	\$425.001	0.00 NM	8	\$3,400.00
	M-F Today Show II	0-10a	1 44 1 1	.50	U	ψτευ.00 Ι	O'OO IAIAI	"	ψυ, 4 00.00
TODAY	Monkdous Costs #441	Dete	Dating						
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week		<u>Rating</u> 0.00						

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Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830033

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

306

Ln Ch Days Start End Inventory Code Break Start/End Time Len Spots Rate Pri Rtg Type Spots Amount E 13 KSNV 10/30/12 11/02/12 M-F Today Show II 3rd HBM 9-10a -TWTF--:30 ß \$425 001 0 00 NM Я \$3,400.00 M-F Today Show II TODAY II <u>Weekdays</u> Start Date End Date Spots/Week <u>Rate</u> Rating -TWTF--0.00 Week: 10/29/12 11/04/12 6 \$425.00 Description Start/End Time Spot Ch Date Range Weekdays Length Rate Rtg Type 1 KSNV 10/29/12-11/04/12 M-F Today Show II 3rd Hr -TWThF----:30 (\$425.00) 0.00 NM 9-10a See MG 13.9,13.10,13.11,13.12,13.13,13.14,13.15,13.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE -TWThF----4 KSNV 10/29/12-11/04/12 M-F Today Show II 3rd Hr 9-10a :30 (\$425.00) 0.00 NM See MG 13.9.13.10.13.11.13.12.13.13.13.14.13.15.13.16 [,NOT AVAILABLE RATE] NOT AVAILABLE RATE 5 KSNV 10/29/12-11/04/12 M-F Today Show II 3rd Hr -TWThF----:30 (\$425.00) 0.00 NM See MG 13.9,13.10,13.11,13.12,13.13,13.14,13.15,13.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 6 KSNV 10/29/12-11/04/12 M-F Today Show II 3rd Hr ~TWThF~~~~ :30 (\$425.00) 0.00 NM See MG 13.9, 13.10, 13.11, 13.12, 13.13, 13.14, 13.15, 13.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 7 KSNV 10/29/12-11/04/12 M-F Today Show II 3rd Hr -TWTh£----(\$425.00) 0.00 NM :30 See MG 13.9.13.10.13.11.13.12.13.13.13.14.13.15.13.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 8 KSNV 10/29/12-11/04/12 M-F Today Show II 3rd Hr --TWThF----(\$425.00) 0.00 NM :30 See MG 13.9, 13.10, 13.11, 13.12, 13.13, 13.14, 13.15, 13.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 9 KSNV 10/29/12-11/04/12 M-F Today Show II 3rd Hr 9-10a -TWThF----:30 \$425.00 0.00 NM MG for 13.1,13.6,13.4,13.8,13.7,13.2,13.3,13.5 [revised to reinstate at level 1] 9-10a -TWThF----:30 \$425.00 0.00 NM 10 KSNV 10/29/12-11/04/12 M-F Today Show II 3rd Hr MG for 13.1,13.6,13.4,13.8,13.7,13.2,13.3,13.5 [revised to reinstate at level 1] 11 KSNV 10/29/12-11/04/12 M-F Today Show II 3rd Hr 9-10a -TWThF----:30 \$425.00 0.00 NM MG for 13.1,13.6,13.4,13.8,13.7,13.2,13.3,13.5 [revised to reinstate at level 1] 12 KSNV 10/29/12-11/04/12 M-F Today Show II 3rd Hr 9-10a -TWThF----:30 \$425.00 0.00 NM MG for 13.1,13.6,13.4,13.8,13.7,13.2,13.3,13.5 [revised to reinstate at level 1] 9-10a :30 13 KSNV 10/29/12-11/04/12 M-F Today Show II 3rd Hr -TWThF----\$425.00 0.00 NM **MG** for 13.1,13.6,13.4,13.8,13.7,13.2,13.3,13.5 [revised to reinstate at level 1] 14 KSNV 10/29/12-11/04/12 M-F Today Show II 3rd Hr 9-10a -TWThF----:30 \$425.00 0.00 NM MG for 13.1,13.6,13.4,13.8,13.7,13.2,13.3,13.5 [revised to reinstate at level 1] 9-10a -TWThF----:30 \$425.00 0.00 NM 15 KSNV 10/29/12-11/04/12 M-F Today Show II 3rd Hr **MG** for 13.1,13.6,13.4,13.8,13.7,13.2,13.3,13.5 [revised to reinstate at level 1] :30 16 KSNV 10/29/12-11/04/12 M-F Today Show II 3rd Hr 9-10a -TWThF----\$425.00 0.00 NM (f) MG for 13.1,13.6,13.4,13.8,13.7,13.2,13.3,13.5 [revised to reinstate at level 1] 0.00 NM E 16 KSNV 10/30/12 11/02/12 The Agenda 1230pm CM 1230-1p :30 3 \$325.001 -TWTF--3 \$975.00 The Agenda 1230pm **AGENDAY** Spots/Week Start Date **End Date Weekdays** <u>Rate</u> Rating -TWTF--Week: 10/29/12 11/04/12 \$325.00 0.00 E 17 KSNV 10/30/12 11/02/12 Rachael Ray CM 11am-12pm -TWTF--:30 \$325,001 0.00 NM \$1,300.00 Rachael Ray RACHEL RAY Start Date End Date Weekdays Spots/Week Rate Rating 11/04/12 -TWTF--Week: 10/29/12 \$325,00 0.00

KSNV

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Order / Rev:

103694

06830033

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

Product Desc:

BERKLEY FOR SENATE

Flight Dates: 10/30/12 - 11/05/12 Estimate: 30S

Ln Ch Start End Inventory Code B	reak Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type Spots	s Amount
•	M 11am-12pm	-TWTF-	- :30 3	\$325.001	0.00 NM	4 \$1,300.00
Rachael Ray RACHEL RAY						
Start Date End Date Weekdays Spots/		Rating				
Week: 10/29/12 11/04/12 -TWTF Spot Ch Date Range Description	3 \$325.00 Start/End Time	0.00	Weekdays Leng	nth Rate	Rtg Type	
2 KSNV 10/29/12-11/04/12 Rachael Ray	11am-12pm			30 (\$325.00)		
See MG 17.5,17.6,17.7,17.8 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE	=					
3 KSNV 10/29/12-11/04/12 Rachael Ray	- 11am-12pm		-TWThF	:30 (\$325.00)) 0.00 <i>NM</i>	
See MG 17.5,17.6,17.7,17.8				•		
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE 4 KSNV 10/29/12-11/04/12 Rachael Ray	11am-12pm		-TWThF	:30 (\$325.00)	1 0 00 A/M	
See MG 17.5,17.6,17.7,17.8	•			,00 (\$020.00,	, 0.00 /////	
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE			-TWThF	.an) 0 00 NM4	
5 KSNV 10/29/12-11/04/12 Rachael Ray ⑥ MG for 17.3,17.4,17.2,17.1	11am-12pm		- I W I II	:30 \$325.00) 0.00 NM	
[revised to reinstate at level 1]						
6 KSNV 10/29/12-11/04/12 Rachael Ray ⑥ MG for 17.3,17.4,17.2,17.1	11am-12pm		-TWThF	:30 \$325.00	0.00 NM	
[revised to reinstate at level 1]						
7 KSNV 10/29/12-11/04/12 Rachael Ray	11am-12pm		-TWThF	:30 \$325.00	0.00 NM	
MG for 17.3,17.4,17.2,17.1 [revised to reinstate at level 1]						
8 KSNV 10/29/12-11/04/12 Rachael Ray	11am-12pm		~TWThF~~~~	:30 \$325.00	0.00 NM	
MG for 17.3,17.4,17.2,17.1 [revised to reinstate at level 1]						
E 20 KSNV 10/30/12 11/02/12 M-F Today Show III 4th 15	IM 10am-11am	-TWTF-	- :30 3	\$325.001	0.00 NM	4 \$1,300.00
Today 4th Hour				•		. ,
TODAY 3 Start Date End Date Weekdays Spots/	Week Rate	Rating				
Week; 10/29/12 11/04/12 -TWTF	3 \$325.00	0.00				
Spot Ch Date Range Description 1 KSNV 10/29/12-11/04/12 M-F Today Show III 4th Hr	Start/End Time 10am-11am		Weekdays Len	<u>gth Rate</u> :30	Rtg Type	
See MG 20.5,20.6,20.7,20.8				.00 (4020.00	, 0.00	
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE 2 KSNV 10/29/12-11/04/12 M-F Today Show III 4th Hr			-TWThF	:30 (\$325.00	U 0 00 A/A/	
See MG 20.5,20.6,20.7,20.8	roam-jiram		- I W I I I I	.30 (0360)	y 0.00 NW	
[NOT AVAILABLE RATE] NOT AVAILABLE RATE				/		
4 KSNV 10/29/12-11/04/12 M-F Today Show III 4th Hr See MG 20.5,20.6,20.7,20.8	10am-11am		-TWThF	:30 (\$325. 00	9 0.00 NM	
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE	=					
5 KSNV 10/29/12-11/04/12 M-F Today Show III 4th Hr MG for 20.1,20.4,20.3,20.2	10am-11am		-TWThF	:30 \$325.0	0.00 NM	
[revised to reinstate at level 1]						
6 KSNV 10/29/12-11/04/12 M-F Today Show III 4th Hr	10am-11am		-TWThF	:30 \$325.0	0 0.00 NM	
MG for 20.1,20.4,20.3,20.2 [revised to reinstate at level 1]						
7 KSNV 10/29/12-11/04/12 M-F Today Show III 4th Hr	10am-11am		-TWThF	:30 \$325.0	0.00 NM	
MG for 20.1,20.4,20.3,20.2 [revised to reinstate at level 1]						
8 KSNV 10/29/12-11/04/12 M-F Today Show III 4th Hr	10am-11am		-TWThF	:30 \$325.0	0 0.00 NM	
MG for 20.1,20.4,20.3,20.2						
[revised to reinstate at level 1] E 21 KSNV 10/30/12 11/02/12 Dr. Phil	CM 3-4p	-TWTF-	- :30 6	\$450.001	0.00 NM	6 \$2,700.00
Dr Phil	Size O-4h	- 1 AA 1 I	.50 0	φ-του, υ υ ι	U.OO INIM	φε,100.00
PHIL						
Start Date End Date Weekdays Spots/	<u>Week</u> Rate	Rating				

KSNV

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Order / Rev:

103694

Advertiser:

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Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

Ln Ch Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
E 21 KSNV 10/30/1	2 11/02/12	Dr. Phil	CM	3-4p	-TWTF-	·- :30	6 \$450.001	0.00 NM	6	\$2,700.00
PHIL		Dr Phil								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12 Spot Ch Date Ra	11/04/12	-TWTF escription	6 Start	\$450.00 <u>/End Time</u>	0.00	Weekdays	Length Rate	Rtg Type		
1 KSNV 10/29/12			3-4p			-TWThF	:30 (\$450:00)			
See MG 21.										
[,NOT AVAI 6 KSNV 10/29/12		E] NOT AVAILABL or Phil	.E RATE 3-4p			-TWThF	:30 (\$450.00)	. 0.00 8/8/		
See MG 21.		a. r im	отр			1 44 1 111	,50 (0750,00)	0.00 14/4/		
<u>-</u>		E] NOT AVAILABL								
9 KSNV 10/29/12		r. Phil	3-4p			-TWThF	:30 \$450.00	0.00 NM		
•	einstate at le	evel 1]								
10 KSNV 10/29/12		r. Phil	3-4p			-TWThF	:30 \$450.00	0.00 NM		
MG for 21.6 Irevised to recommendations	i,21.1 reinstate at le	evel 11								
E 23 KSNV 11/05/1			HOURXM	4-5pm	M	:30	1 \$725.001	0.00 NM	1	\$725.00
		4PM NEWS (1 h		(4:30 PM-5:0	00 PM)		**			7
NEWS	Cod Data	Madadaya	Constant Atlanta	Data	Datina					
<u>Start Date</u> Week: 11/05/12	<u>End Date</u> 11/11/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$725.00	<u>Rating</u> 0.00			i		
E 24 KSNV 10/30/1	2 11/02/12	NEWS 3 at 4 (1	HOUR)CM	4-5pm	-TW-F-	:30	4 \$725.001	0.00 NM	3	\$2,175.00
NEWS		4PM NEWS (1 h	our)	(4:30 PM-5:0	00 PM)					
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	-TW-F	3		0.00					
E 25 KSNV 10/30/1	2 11/02/12	NEWS 3 at 4 (1 l 4PM NEWS (1 h	,	4-5pm	-TWTF-	:30	3 \$725.001	0.00 NM	3	\$2,175.00
NEWS		4PIVI NEVVO (! III	oui)	(4:00 PM-4:	SU PIVI)					
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10/29/12 E 28 KSNV 10/30/1	11/04/12	-TWTF	CM	\$725.00 5-630p	0.00	-20	C #4 200 004	0.00 NM	6	\$7,000,00
E 28 K5NV 10/30/1	2 11/02/12	M-F Early News	CIVI	5-630b	TWTF	:30	6 \$1,200.001	0.00 NM	6	\$7,200.00
NEWS		•								
<u>Start Date</u> Week; 10/29/12	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week	<u>Rate</u> \$1,200.00	Rating 0.00					
E 29 KSNV 10/30/1				730-758pm		:30	3 \$900.001	0.00 NM	4	\$3,600.00
		Face to Face w/				.~•	Ţ_30.00 /			+=,=00.00
FACE Stort Date	End Data	Mookdaya	Conto AMaria	Date	Doffic «					
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u> \$900.00	Rating 0.00					
,			•	•				•		

Print Date: 10/30/12 17:16:21 Page 6 of 10

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Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830033

Product Desc:

BERKLEY FOR SENATE

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10/30/12 - 11/05/12

Estimate:

Ln Ch	Start	End	Inventory Code	e Break	Start/End T	ime D	ays	Len Spo	ts i	Rate Pri	Rtg T	ype S	Spots	Amount
E 29 KSNV	10/30/1	2 11/02/12	FacetoFace/Ral		730-758pm	-T	WTF	:30	3 \$	900.001	0.00	NM	4	\$3,600.00
54.05			Face to Face w	/ J.Ralston										
FACE					ъ.	- ·								
Sta Week: 10/	rt Date	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week		Rating								
	29/12 Date Ra		escription	3 Star	งของ.ออ t/End Time	0.00		<u> Weekdays</u>	Length	Pate	Rtg T	Octob		
			acetoFace/Ralsto					-TWThF		(\$900,00)				
		5,29,6,29,7,			. сор				.00	(4000,00)	0.00	, ,,,,		
			E] NOT AVAILAE	BLE RATE										
3 KSNV	10/29/12	2-11/04/12 F	acetoFace/Raisto	n Report 730	-758pm			-TWThF	:30	(\$900-00)	0.00	NM		
Sec	e MG 29.	5,29.6,29.7,	29.8	•						•				
			E] NOT AVAILAE											
4 KSNV	10/29/12	2-11/04/12 F	acetoFace/Ralsto	on Report 730	-758pm		-	-TWThF~	:30	(\$900.00)	0.00	NM		
		5,29.6,29.7,												
•			E] NOT AVAILAE											
_			acetoFace/Ralsto	on Report 730	-758pm		-	-TWThF	:30	\$900.00	0.00	NM		
-		,29.2,29.4,2 ¹												
•		einstate at le	ever 1} acetoFace/Ralsto	n Danad 720	750nm			-TWThF	:30	ድርስስ ስስ		N I N JI		
		.29.2,29.4,2		on Report 730	-750pm			- I W I (I I F	:30	\$900.00	0.00	INIVI		
_		ع.ح,حع.ط,ح einstate at le												
_			acetoFace/Raisto	n Report 730	-758nm			-TWThF	:30	\$900.00	0.00	NM		
		,29.2,29.4,2		m report 100	тоорт			• • • • • • • • • • • • • • • • • • • •	.00	ψ500.00	0.00	14141		
		einstate at le												
8 KSNV	10/29/12	2-11/04/12 F	acetoFace/Ralsto	n Report 730	-758pm			-TWThF	:30	\$900.00	0.00	NM		
⊕ MG	for 29.1	,29.2,29.4,2	9.3	•	·									
[re	vised to r	einstate at le	evel 1]											
E 30 KSNV	11/05/1	2 11/05/12	FacetoFace/Ral	ston Rep@M	730-758pm	M-		:30	1 \$	900.001	0.00	NM	1	\$900.00
			Face to Face w	/ J.Ralston										
FACE												1		
	<u>ırt Date</u>	End Date	<u>Weekdays</u>	Spots/Week		Rating						ı		
Week; 11/		11/11/12	M	1	4000.00	0.00				. .	D. 3			
	Date Ra		escription acetoFace/Ralsto		rt/End Time		•	<u>Weekdays</u> M			Rtg]			
	e MG 30.		acetorace/reast	я кероп тэч	- <i>1</i> 50pm		ı	V[- :30	(\$900,00)	, 0.00	IVIVI		
			E] NOT AVAILAE	BLE RATE								ŀ		
•			acetoFace/Ralsto		-758pm		ı	M	:30	\$900.00	0.00	NM		
	for 30.1			on topott roo	, oop			•	.00	φσσ.σσ	0.00			
-		einstate at le	evel 1]											
E 32 KSNV	10/30/1	2 11/02/12	M-F Jeop/Whee	el CM	630-730pm	-T	WTF	· :30	7 \$1	300.001	0.00	NM (7	\$9,100.00
			M-F Jeopardy/V		•	,	,		· T'1		2.50		•	401.00.00
JEP/WI	HEEL		, ,											
<u>Sta</u>	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating								
Week: 10/	/29/12	11/04/12	-TWTF	7	\$1,300.00	0.00)					1		

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Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830033

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Spot		Rtg Type	Spots	Amount
E 32 KSNV	10/30/12	11/02/12	M-F Jeop/Wheel	CM	630-730pm		TWTF~-	:30	7 \$1,300.001	0.00 NM	7	\$9,100.00
			M-F Jeopardy/WI	heel of Fortun	e							
JEP/WH												
		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/2		11/04/12	-TWTF		\$1,300.00	0.0		Monkdaya	Langth Data	Dia Tura		
	Date Ran		escription I-F Jeop/Wheel		<u>VEnd Time</u> 730pm		_	<u>Veekdays </u>	<u> Length Rate</u> 30 (\$1,300.00)	Rtg Type		
			11,32.12,32.13	030-	7 Supin		-	IMILIMATA	.30 (\$ 1,300.00)	U.OU MINI		
			77,32.72,32.73 E] NOT AVAILABL	FRATE								
-			l-F Jeop/Wheel		730pm		_	TWThF	:30(\$1,300.00)	NAVA OO O		
			11,32.12,32.13	000	7 00pm				.σο(ψη,σοσ.σο)	0.00 14141		
			E] NOT AVAILABL	E RATE								
_			ſ-F Jeop∕Wheel		730pm			TWThF	:30(\$1,300.00)	0.00 NM		
			11,32.12,32.13						(*.,,			
			E] NOT AVAILABL	E RATE								
6 KSNV	10/29/12-	-11/04/12 N	1-F Jeop/Wheel	630-	730pm			TWThF	:30(\$1,300.00	0.00 <i>NM</i>		
See	MG 32.9	32.10,32.1	11,32.12,32.13									
			E] NOT AVAILABL	E RATE								
8 KSNV	10/29/12-	-11/04/12 N	1-F Jeop/Wheel	630-	730pm			TWThF	:30 (\$1,300.00)	0.00 NM		
			11,32.12,32.13									
[.NC	OT AVAIL	ABLE RAT	E] NOT AVAILABI	LE RATE								
9 KSNV	10/29/12-	-11/04/12 N	I-F Jeop/Wheel	630-	-730pm		-	TWThF	:30 \$1,300.00	0.00 NM		
		32.6,32.2,3										
_		instate at le	-									
			I-F Jeop/Wheel	630-	-730pm		-	TWThF	:30 \$1,300.00	0.00 NM		
_	,	32.6,32.2,3	•									
-		instate at le	•						4//			
			I-F Jeop/Wheel	630-	-730pm		-	TWThF	:30 \$1,300.00	0.00 NM		
		32.6,32.2,3										
		instate at to	-	620	720000			TWThF	-20 64 200 04	0 00 NIN		
			1-F Jeop/Wheel	630	-730pm		_	- IWINF	:30 \$1,300.00	U.UU NIVI		
		32.6,32.2,3 instate at le									Į.	
			1-F Jeop/Wheel	630	-730pm		_	-TWThF	:30 \$1,300.00	O OO NIM		
		32.6,32.2,3		000	тоорт			1 44) 111	.σσ ψ1,σσσ.στ	0.00 INIV		
		instate at k										
			Late Night w/Falle	on CM	1237a-136a	am	TWTF	:30	6 \$250,001	0.00 NM	8	\$2,000.00
E41 KONV	10/30/12	. 11/02/12	Late Night w/Fall		12074-1006	aiii	1 19 1 3	.50	0 \$250,001	U.UU INIVI	0	\$2,000.00
FALLON	4											
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	1					
Week: 10/2	29/12	11/04/12	-TWTF	6		0.0					ł	

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Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830033

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

308

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spot	s F	Rate Pri	Rtg T	ype S	pots	Amount
E 41 KSNV	10/30/12	11/02/12	Late Night w/Fallon	СМ	1237a-136ar	<u> </u>			250,001	0.00		8	\$2,000.00
			Late Night w/Fallon										. ,
FALLON													
	t Date	End Date		ots/Week	<u>Rate</u>	Rating							
Week: 10/2 Spot Chil	29/12 <u>Date Raı</u>	11/04/12	-TWTF escription	6 Star	\$250.00 <u>E/End Time</u>	0.00	Weekdays	Lanath	Pata	Rtg T	vno		
		-	ate Night w/Fallon		<u>v∟na rime</u> ⁄a-136am		-TWThF		(\$250.00)	-			
			11,41.12,41.13,41.14,					100	(+200,00)	•			
			E] NOT AVAILABLE										
3 KSNV	10/29/12	-11/04/12 L	ate Night w/Fallon	123	7a-136am		-TWThF	:30	(\$250.00)	0.00	NM		
			11,41.12,41.13,41.14, E] NOT AVAILABLE I		6								
_			ate Night w/Fallon		⁷ a-136am		-TWThF	:30	(\$250.00)	0.00	NM		
See	MG 41.	9,41.10,41.1	11,41.12,41.13,41.14,	41.15,41.1					(+				
-			E} NOT AVAILABLE I ate Night w/Fallon		²a-136am		-TWThF	-on	(\$250.00)	0.00	0.004		
			ate Night Wirahon 11,41.12,41.13,41.14,				-; W	.30	(\$200.00)	0.00	(VIV):		
			E] NOT AVAILABLE		•								
=			ate Night w/Fallon		7a-136am		-TWThF	:30	(\$250.00)	0.00	NM		
			11,41.12,41.13,41.14 <mark>,</mark> E] NOT AVAILABLE		6								
_			ate Night w/Fallon		7a-136am		-TWThF	:30	(\$250.00)	0.00	NM		
			11,41.12,41.13,41.14,						(,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,				
[.NC	IIAVA TC	ABLE RAT	E] NOT AVAILABLE	RATE									
9 KSNV	10/29/12	-11/04/12 L	ate Night w/Fallon	123	7a-136am		-TWThF	:30	\$250.00	0.00	NM		
			1.4,41.5,41.3,41.2,41	.7									
		einstate at le	evel 1] ate Night w/Fallon	193	7a-136am		-TWThF	:30	\$250.00	0.00	NIM		
			1,4,41,5,41,3,41.2,41		ra-100am		1 44 1 111	.50	Ψ250.00	0.00	IVIVI		
_		einstate at le		.,									
11 KSNV	10/29/12	:-11/04/12 L	ate Night w/Fallon	123	7a-136am		-TWThF	:30	\$250.00	0.00	NM		
		,41.1,41.8,4 einstate at le	·1.4,41.5,41.3,41.2,41 evel 1]	.7									
-			ate Night w/Fallon	123	7a-136am		-TWThF	:30	\$250.00	0.00	NM		
⊕ MG	for 41.6	41.1,41.8,4	1.4,41.5,41.3,41.2,41	.7									
_		einstate at le	•										
			ate Night w/Fallon		7a-136am		-TW⊤hF	:30	\$250.00	0.00	NM		
_		,41.1,41.8,4 einstate at l	.1.4,41.5,41.3,41.2,41 evel 11	.7							1		
			ate Night w/Fallon	123	7a-136am		-TWThF	:30	\$250.00	0.00	NM		
			1.4,41.5,41.3,41.2,41						4.400.00	5,55			
		einstate at l											
			ate Night w/Fallon		7a-136am		-TWThF	:30	\$250.00	0.00	NM		
			11.4,41.5,41.3,41.2,41	.7									
•		einstate at l	-	400	7- 400			.00	# 050.00		NIN A		
			ate Night w/Fallon		7a-136am		-TWThF	:30	\$250.00	0.00	ININ		
			l1.4,41.5,41.3,41.2,41 ГЕ] NOT AVAILABLE								- 1		
E 44 KSNV	10/30/1	2 11/02/12	The Tonight Show	СМ	1135p-1237	a -TWTF	:30	7 \$	500.001	0.00	NM (8	\$4,000.00
			Tonight Show		•						- 1		
TON SH						- ·					•		
<u>Sta</u> Week: 10/3	rt Date	End Date 11/04/12	<u>Weekdays</u> <u>S</u> TwTF	pots/Week 7		<u>Rating</u> 0.00					1		
VVCCR, IU/	2011Z	11/04/12	1 ** 1 1	•	ψυσυ.υσ	0.00							

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Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830033

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

n Ch	Start	End	Inventory Code			Start/End T 1135p-1237a		Days WTF	Len Spot		Rate Pri	0.00	<u> </u>	8	Amount \$4,000.00
		11/02/12	The Tonight Show Tonight Show	, .	-IVI	1135p-1237a	-1	WIF	,30	7 40	00.001	0.00	(Alvi	J	Ψ-1,000.00
TON SH			101 1 1 1 1 1 1 1 1 1	0	A	Dolo	Detina								
<u>Staı</u> //Week: 10		End Date 11/04/12	<u>Weekdays</u> ~TWTF	Spots/\	<u>/veeк</u> 7	<u>Rate</u> \$500.00	Rating 0.00								
	<u>Date Rai</u>		escription			End Time	0.00	<u> </u>		Length		Rtg I			
1 KSNV	10/29/12	-11/04/12 T	he Tonight Show			p - 1237a		-	TWThF	:30	(\$500.00)	0.00	NM		
Sec	MG 44.	9, <i>44.10,44</i> .1	11,44.12,44.13,44.1	14,44.18 E DATE	5, <i>44</i> .16 =	i									
_			E] NOT AVAILABL he Tonight Show	E NAIL		p-1237a		۳.	TWThF	:30	(\$500.00)	0.00	NM		
			11,44.12,44.13,44.	14,44.15							,				
[.N	IIAVA TO	ABLE RAT	E] NOT AVAILABL							.00	(#E00.00)	0.00	A 40 43		
			The Tonight Show	11 11 11		p-1237a		_	TWThF	:30	(\$500.00)	0.00	IVIVI		
			11,44.12,44.13,44. E] NOT AVAILABI			,									
			he Tonight Show			p-1237a		_	TWThF	:30	(\$500.00)	0.00	NM		
Se	e MG 44.	9,44.10,44.	11,44.12,44.13,44.	14,44.18	5,44.16	3									
			E] NOT AVAILABI The Tonight Show	ERAIL		p-1237a			TWThF	:30	(\$500.00)	0.00	NM		
			11,44.12,44.13,44.	14.44.1		•					(0000,00)	0,00			
[.N	OT AVAI	LABLE RAT	E] NOT AVAILABI	E RATI	É										
			The Tonight Show			ip-1237a			·TWThF	:30	(\$500.00)	0.00	NM		
Se r N	e MG 44. Ot avai	9,44.10,44. I ARI E RAT	11,44.12,44.13,44. [E] NOT AVAILABI	<i>14,44.1</i> : F RATI	5,44.16 ≓	5							1		
-			The Tonight Show			ip-1237a			·TWThF	:30	(\$500.00)	0.00	NM		
Se	e MG 44.	9,44.10,44.	11,44.12,44.13,44.			3									
			TE] NOT AVAILAB	LE RATI					arra tarda ta	.20	\$500.00		6184		
			The Tonight Show	44.5	1138	5p-1237a		_	-TWThF	- :30	φουυ.υ ι	0.00	IMM		
		i,44.7,44.4,4 einstate at l	14.5,44.8,44.6,44.1 level 1]	,44.2									ı		
-			The Tonight Show		1138	5p-1237a			-TWThF	- :30	\$500.00	0.00	NM.		
			14.5,44.8,44.6,44.1	,44.2											
		einstate at l	level 1] The Tonight Show		1128	5p-1237a			-TWThF	- :30	\$500.00	0.00	NM C		
			111e Torright 3110W 44.5,44.8,44.6,44.1	.44.2	110	ορ-1207a				.00	Ψ55516.				
		einstate at		,											
			The Tonight Show		113	5р-1237а			-TWThF	- ;30	\$500.0	0.00) NM		
		3,44.7,44.4,4 reinstate at	44.5,44.8,44.6,44.1	,44.2											
			The Tonight Show		113	5p-1237a			-TWThF	- :30	\$500.0	0,00	NM C		
			44.5,44.8,44.6,44.1	,44.2											
[re	vised to	reinstate at	level 1]						******	.20	\$500.0	0 0 0	NIM		
			The Tonight Show 44.5,44.8,44.6,44.1	1442	113	5p-1237a			-TWThF	- :30	J \$500.0	0 0.00) INIVI		
		reinstate at		1,44.2											
•			The Tonight Show		1 1 3	5p-1237a			-TWThF	- :30	\$500.0	0.0	МИ С		
			44.5,44.8,44.6,44.	1,44.2											
•		reinstate at	ievei 1] The Tonight Show		113	5p-1237a			-TWThF	- :30	\$500.0	0.0	O NM		
			44.5,44.8,44.6,44.°	1,44.2	110	ор 12014					• • • • • • • • • • • • • • • • • • • •				
		reinstate at		<u></u>											
45 KSN\	/ 10/30/	12 11/02/1	2 M-FNews3 at E		СМ	11pm-1135	ipm -	-TWTF	- :30	4 \$1	,200.001	0.0	00 NM	4	\$4,800.
VIETVA	,		M-F News 3 at	⊨leven											
NEWS	tart <u>Date</u>	End Date	Weekda <u>ys</u>	Spots	s/Weel	<u>Rate</u>	Ratin	<u>19</u>							
Week: 1	0/29/12	11/04/12	-TWTF			\$1,200.00	0.	00							
		12 11/05/1	2 M-FNews3 at l		СМ	11pm-1135	pm 1	M	- :30	1 \$1	1,200.001	0.0	MN OC	1	\$1,200
NIETAIG	2		M-F News 3 at	⊨leven									- 1		
NEWS S	s tart Dat <u>e</u>	End Date	• Weekdays	Spots	s/Weel	<u>Rate</u>	Ratir	<u>1g</u>							
-	1/05/12	11/11/12			_	1 \$1,200.00		.00							

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Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830033

Product Desc:

BERKLEY FOR SENATE

KSNV

Flight Dates:

10/30/12 - 11/05/12

Estimate:

Ln Ch S	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
E 47 KSNV 1	1/03/12	2 11/04/12	Sa-Su News 3 at		11pm-1135 _]	omSS	:30	2	\$1,100.001	0.00 NM	2	\$2,200.00
			Sa-Su News 3 at	Eleven								
NEWS												
Start D		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/29/		11/04/12	SS		\$1,100.00	0.00						
E 49 KSNV 1	1/03/12	2 11/03/12	Saturday Today	CM	7a-9am	S-	:30	2	\$625.001	0.00 NM	2	\$1,250.00
			Saturday Today									
SAT TODA												
Start [End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/29/	-	11/04/12	S-	2	\$625.00	0.00						
N 54 KSNV 1	1/04/12	2 11/04/12	News 3 Sunrise -	-	6a-7a	S	:30	1	\$350.001	0.00 N M	1	\$350.00
			News 3 Sunrise 3	SUNDAY								
SUN TODA												
Start [End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/29	/12	11/04/12	S	1	\$350,00	0.00						
N 55 KSNV 1	0/30/12	2 10/30/12	M-F 5-6a WakeU		5-6a	-T	1:00	1	\$900.001	0.00 NM	1	\$900.00
			M-F 5-6a WakeU	Jp w/Wagners								
NEWS												
Start 1		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/29	9/12	11/04/12	-T	1	\$900.00	0.00						
N 56 KSNV 1	0/30/1	2 10/30/12	M-F 6-7a WakeU		6-7a	-T	1:00	1	\$1,400.001	0.00 NM	1	\$1,400.00
			M-F 6-7a Wakel	Jp w/Wagners								
NEWS												
<u>Start I</u>	_	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				1		
Week: 10/29	9/12	11/04/12	-T	1	\$1,400.00	0.00	··-					
										Totals	109	\$75,475,00